

Memorandum

MIAMI-DADE
COUNTY

Date: June 16, 2005

IM&FR

AGENDA ITEM NO. 4A1

To: Honorable Chairman Joe A. Martinez and
Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Report on the MTV Video Music Awards 2005 Pre-Show Event

The following report is provided regarding the necessary site preparation for the MTV Video Music Awards (VMA) "Red-Carpet" and Pre-Show Concert Event scheduled to take place on August 28, 2005 on County-owned land adjacent to the American Airlines Arena ("Arena").

Hosting this major musical event at the Arena in 2005 will, again, provide an excellent opportunity to showcase and promote all of our County's wonderful amenities worldwide. As the venue for the 2005 "Red Carpet" and Pre-Show Concert Event, MTV has again requested the use of the County-owned 4.5 acres east of the Arena and adjacent to Biscayne Bay. This will afford the viewing audience panoramic views of the Miami Skyline, Biscayne Bay, the Port of Miami, Bicentennial Park and Bayside.


Miami-Dade played host to the 2004 VMAs, the first time in the show's 21-year history that the event was staged in a city other than New York or Los Angeles. It was the most watched telecast on cable for 2004 among ages 12-34, televised internationally with an estimated audience of 80 million for the Pre-Show event and provided a significant economic benefit to businesses and citizens of Miami-Dade County.

MTV, Miami-Dade County, and the City of Miami, among others, have collaborated to secure the event and now must work together in a cohesive manner to design, permit and construct the required improvements to prepare the site for the VMA 2005 Pre-Show Event. MTV has not completed their site plan; however, it is anticipated that it will include the following preparations and permanent improvements:

- Retrofits to the walkways and service road
- Conduit, piping and structures for utilities as needed
- Landscaping and irrigation

The estimated deadline for design plans and permitting is July 1, 2005. The construction of the project needs to be complete by August 12, 2005 in preparation for the August 28, 2005 MTV broadcast. It is estimated that these capital improvements will not exceed \$205,000 and will be funded from the Capital Outlay Reserve.

It is also anticipated that the Miami-Dade Police Department (MDPD) and Miami-Dade Fire Rescue Department (MDFR) will provide in-kind services to secure the site and potentially provide traffic assistance to the City of Miami. Therefore, it is recommended that an allocation in an amount not to exceed \$40,000 be made from the Countywide In-Kind Services Reserve for MDPD services. MDRF services at an estimated cost of \$10,000 will be absorbed by the Fire District.


Assistant County Manager

